

THE ADVOCATE

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PRICE TEN CENTS.

COSGRAVE'S.

A New Label Adopted by the Well-Known Toronto Brewers.

The great brewing firm of Cosgrave & Co. have adopted an entirely new label for both their Pale Ales and their



Cosgrave & Co.'s Brewery.

Extra Stout. The new label is a registered trade mark, containing in the centre of an oval a crest—an aroused tiger, surrounded by the announcement of the firm on a background of deep green enclosed in a border of old gold; the whole forming a very artistic piece of work, from the lithographic presses of Rolph Smith & Co. For the porter the background is brown instead of green. The new label looks well, of bold but appropriate design, and is a fine index of the value within the bottle. Being registered at Ottawa as the trade mark of the firm it cannot be duplicated in whole or in part.

The Cosgrave firm are among the oldest of Toronto brewers. Their premises at Queen West and Niagara Streets are very spacious, comprising several acres, and contain ample accommodation in the shape of buildings and appliances for all branches of the brewing trade. Their brew houses are very extensive, fitted out with the latest improved appliances, and their brewing apparatus is not exceeded in general completeness by any establishment on the continent.

At present the process of malting for the season's operations is being actively carried on, and the vast amount of barley being used is an index of the extent of the company's operations. If

farmers could see the thousands of bushels of their grain thus being utilized it would give them a practical illustration of the effect of cutting off their market in this respect through the adoption of Prohibition.

The company's cellars and storehouses are spacious in extent and thoroughly adapted for the purpose. Whether for storing stock ale or for bottling they could not be improved upon. None but the best barley and hops are used, and the facilities for properly keeping the product until delivered to the customer cannot be surpassed.

The result of this careful attention to every detail is noticeable in the quality of Cosgrave & Co.'s ales and porters. They are known and appreciated throughout all Canada. Their sales have constantly increased and popular favor is alluringly increasing. Nor is this a new thing or confined to Canada by any means. In 1878 Cosgrave & Co. were awarded the highest mark of merit at the Paris Exposition. At the Centennial Exposition in Philadelphia in 1876 they carried off the medal and repeated this success at Antwerp in the World's Exposition in 1885. Since then they have carried off any number of awards in various competitions until competition has practically ceased.

By close attention to business, resulting in general excellence of product, the firm has well deserved their position among the leading breweries of Canada, a position to which the genial and widely-known manager, Mr. L. J. Cosgrave has contributed materially. He is still a young man, but his business attainments and personal qualities have already placed him in the front rank and will push him still farther forward in the future.

A foolish word in the mouth of an unwise man is more dangerous than a sword in the hand of a desperado.

The truth is always best. Intemperance in statement is quite as bad as intemperance in drink.

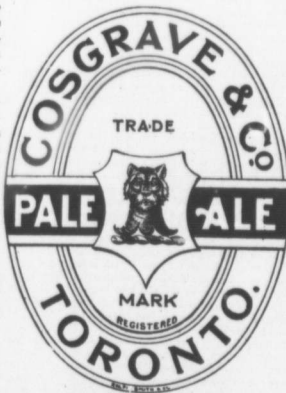
Mr. JOHN P. ST. JOHN carried Kansas for Prohibition ten or twelve years ago. Since then he has run for President and has lectured all over the country. But now he refuses to leave his native State. Why? Because there is so much whiskey lying around loose that it takes him all his time to fight the battle on his native heath. Ten years of Prohibition has wonderfully increased crime, drunkenness and poverty in Kansas.

A particularly interesting illustration of how Prohibition prohibits comes from Biddeford, in Maine, a factory town which the Royal Commission on the liquor traffic visited when in that State. The *Standard*, of Biddeford, says: "One night recently a drunken constable hand-cuffed himself to a fence on Alfred street with the idea that he had grabbed a prisoner. A pedestrian liberated him and assisted him

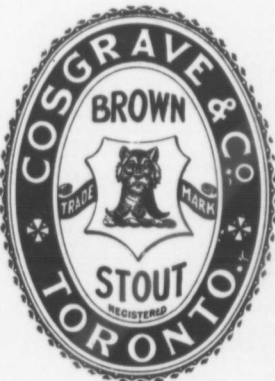
home." It would be hard to beat that, even in Kansas.

It must indeed be gall and wormwood to the faddists to find as is shown in another column, that beer was manufactured and beer houses existed 2,000 years before the Christian era. They have continued to exist up to the present time, were in existence in the time of Our Saviour, and yet were unrebuked by Him as were the Pharisees.

MR. WILLIAM LIVERSEY, son of "Liversey of Preston," the famous father of teetotalism, in an interesting letter to the *Toronto Times*, tells how his father gave special attention to the question of local option for a very long period, seeking for information from all quarters, and reading everything he could procure that was published on the subject. His verdict, published in 1873, was as follows: "I have considered the matter carefully, and do sincerely believe that it would be difficult to invent a scheme calculated to serve the temperance cause so little and yet irritate its enemies so much. I believe it to be unwise and impracticable, and if it could be adopted would grievously disappoint its most sanguine friends."



Cosgrave's New Ale Label.



Cosgrave's New Porter Label.

Wooderham & Worts "1884 SPECIAL." Fully Matured in Wood, AND GUARANTEED TEN YEARS OLD